

1. **JUDUL : PENGARUH NILAI PELANGGAN DAN *SWITCHING BARRIER* TERHADAP LOYALITAS PELANGGAN KARTU PRA BAYAR MENTARI (STUDI KASUS PADA FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS DIPONEGORO)**
2. **NAMA : WULANDARI**
3. **ABSTRACT**

Telecommunication service industry has been facing a rapid development in recent years. The customers who use communication service are increasing. Mentari pre paid simcard emerges by offering maximum facility and service to its customers. PT Indosat Tbk, as the authorized of Mentari pre paid simcard, plays its role for increasing its customer loyalty. Customer loyalty can measure off company's life. Customers will always buy Mentari if they have loyalty for Mentari. Customer loyalty is a reaction of satisfactory facility and service which are given to the customers. Customer loyalty has became a priority in the operation of Mentari pre paid simcard.

In order anticipating the war of telecommunication industry, Mentari pre paid simcard should to increase its customer loyalty. Mentari can increase its customer loyalty by increasing its customer value and its switching barrier. These roles depend on heterogeneity condition of our society. So that, some of customer is loyal because of its customer value, but the others are loyal because of switching barrier factor.

This research aim to test the impact of customer value and switching barrier to customer loyalty. It was also determining whether these relationships were different between group of students and group of lecturer and administration staff. This study applies an explanatory research, which contains relationship between variables. Samples were taken by a proportionate stratified random sampling method and data were obtained by questioners and literary study.

The research resulted in regression of $Y = 8,420 + 0,284X_1 + 0,165 X_2$. There was a significant and positive effect of both customer value and switching barrier on customer loyalty. This effect goes simultaneously.

The research showed that the respondents perception of customer value was high and the respondents perception of switching barrier was high enough. So that, the loyalty of Mentari pre paid simcard customer was high enough. The mean score of students group's and lecturer and administration staff group's customer value were absolutely same, but the mean score of their switching barrier and customer loyalty were absolutely different. The mean score of switching barrier and customer loyalty of lecturer and administration staff were higher than students. Accordingly, Mentari pre paid simcard is supposed to work harder in restructuring both aspects. Such efforts can be by adding some facilities/features and services with more economic tarif. Mentari should increase the switching barrier factor to keep its high customer loyalty. The firm should maintain customer loyalty rate and switching barrier of its customers so that churn rate of its customer can be minimum.

Key words : customer value, switching barrier, customer loyalty.